

PROJECT NUMBER: 2306
PROJECT TITLE: Marlboro Standardization and International Support
PROJECT LEADER: J. L. Spruill
PERIOD COVERED: February, 1988

I. MARLBORO STANDARDIZATION

- A. Objective: Analytical and subjective evaluations of production Marlboro KS/LS.
- B. Status: January 7 production pick-up completed analytically and subjectively. A February 17 factory pick-up has been received.
- C. Plans: Subjective and analytical evaluations of February 17 pick-up.

II. DOMESTIC CIGARETTE DEVELOPMENT PANEL

- A. Objective: To provide subjective direction for programs within R&D and manufacturing locations.
- B. Status: Twenty-three panels completed during the reporting period.
- C. Plans: Provide assistance as needed.

III. PROJECT NATURAL

- A. Objective: To develop an 85 mm full-flavored prototype using blend components and flavor systems which will provide a natural blended product.
- B. Status: 85 mm and 100 mm No-Additive blend models achieved analytical targets. Recessed filter models using no-additive blends and flavored blends will be made first week in March.
- C. Plans: Analytical and subjective evaluations of recessed filter models. Fabrication of No-Additive blend models for ad-pack tests.

IV. FLAVOR RESOURCE DATA BANK

- A. Objective: Creation, customization and maintenance of flavor resource and data files for use by Flavor Development Division.
- B. Status: Fifteen flavor vendor samples received for evaluation.
- C. Plans: Sample evaluations and division updated with information.

V. INTERNATIONAL SUPPORT

International Brands Smoking Panel

- A. Objective: Subjective evaluations (rod aroma and smoking characteristics) of cigarette brands in the international market.
- B. Status: Samples profiled from Thailand, Japan and Korea.
- C. Plans: Provide assistance as needed.

PROJECT ALPINE

- A. Objective: Develop a recessed filtered menthol product for Singapore.
- B. Status: Model ready for PMI testing.
- C. Plans: Await results.

PROJECT STARSHIP

- A. Objective: Develop a 12 mg Chesterfield for Japan.
- B. Status: L&M Milds now in production at Cabarrus.
- C. Plans: Subjective evaluations of production samples.

PROJECT MERIT/GALAXY

- A. Objective: To create and develop an 85 mm Merit for Japan.
- B. Status: Production cigarettes in cold storage.
- C. Plans: No plans for launch.

PROJECT "DANNY"

- A. Objective: To develop a cigarette for production in Malaysia with inclusion of up to 50% local tobacco subjectively comparable to U.S. Marlboro.
- B. Status: Same.
- C. Plans: Awaiting samples from Malaysia.

PROJECT LIGHT/ULTRA

- A. Objective: Develop cigarette models at 4, 6 and 8 mg with a new blend and flavor system.

- B. Status: Four models requested and made using "Target" blend, two casing systems and four aftercuts.
- C. Plans: Evaluate models.

PROJECT SWEET

- A. Objective: Development of a distinctively sweet cigarette for the Japanese Market.
- B. Status: Two models have been requested using two blends but with the same total blend casing and aftercut system. Each models will be made at 8 mg with 21 mm charcoal filter and at 6 mg with 27 mm charcoal filter.
- C. Plans: Evaluate models for possible testing.

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